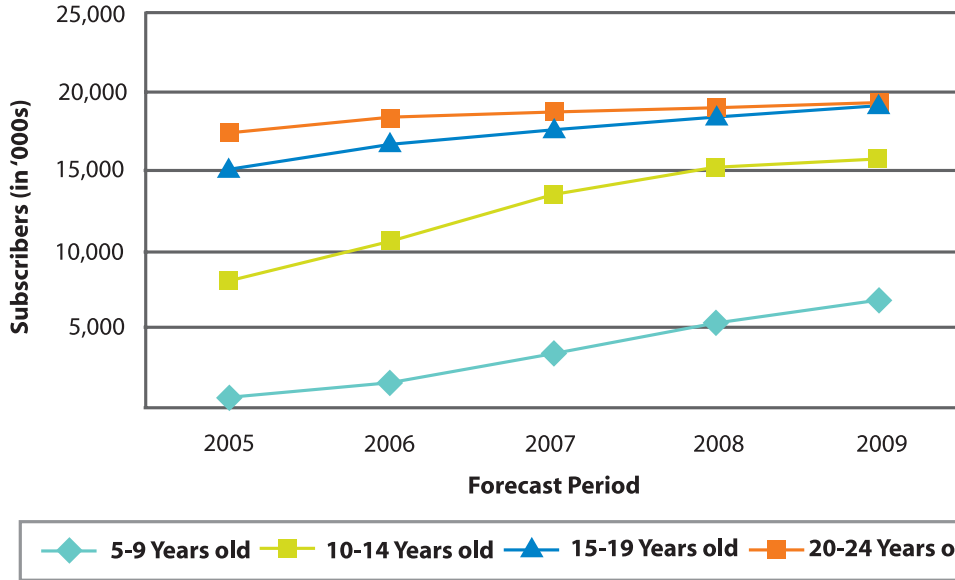


HOW KIDS & TEENS ARE USING WIRELESS – Fact Sheet

U.S. YOUTH AND YOUNG ADULT WIRELESS SUBSCRIBERS²

U.S. Youth and Young Adult Wireless subscribers by Age Group (in '000s)



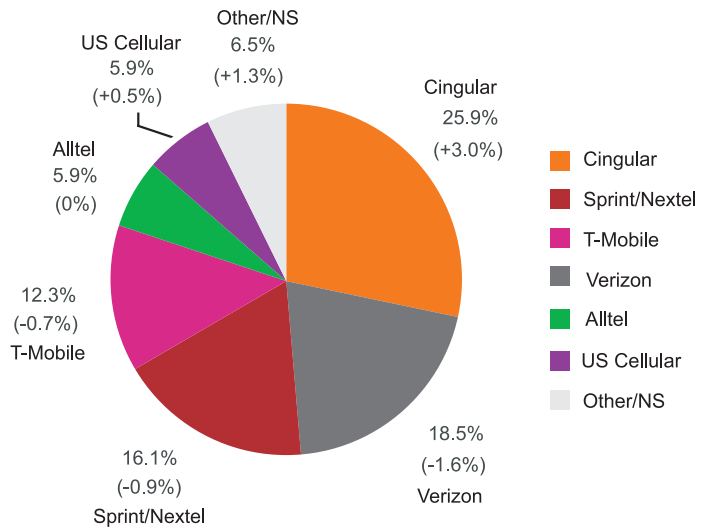
Today, there are approximately 40 million youth and young adult wireless subscribers, ages 5 to 24. This age category is expected to top 60 million subscribers by 2009.¹

Youth mobile phone penetration continues to increase, past the peak of 80%. Penetration is directly correlated to age:

- 19- to 24-year olds = 86%
- 16- to 18-year olds = 81%
- 13- to 15-year olds = 66%

“In 2000, just five percent of 13- to 17-year olds had cell phones. Today, 56 percent do,” says Linda Barrabee, wireless market analyst for The Yankee Group.

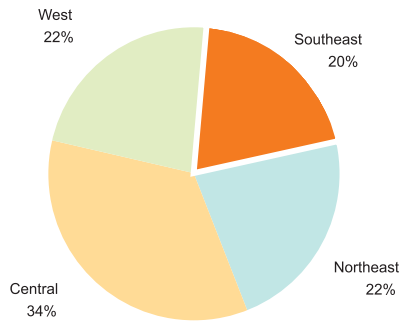
CINGULAR WIRELESS HAS #1 MARKET SHARE OF YOUTH NATIONALLY



Sources: Please find all source references at the bottom of page 4. Created 10.06.

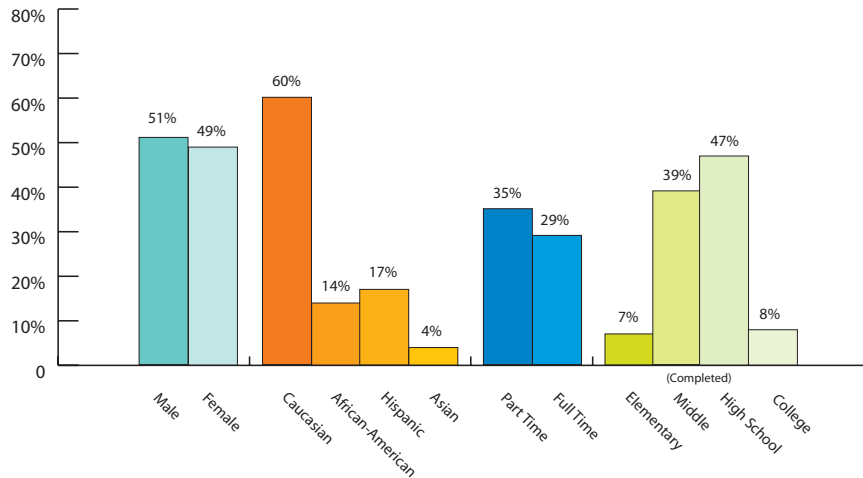
HOW KIDS & TEENS ARE USING WIRELESS – Fact Sheet

TOTAL YOUTH CELL PHONE OWNERS BY REGION²

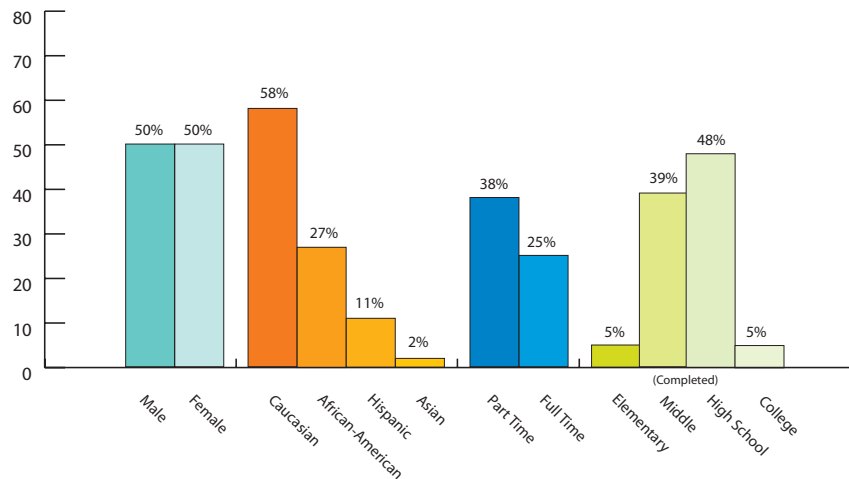


The central region of the U.S. has the largest population of youth ages 5-24, which correlates to the larger percentage of youth cell phone owners.

NATIONAL YOUTH MARKET DEMOGRAPHICS AGES 5-24



SOUTHEAST YOUTH MARKET DEMOGRAPHICS AGES 5-24



Sources: Please find all source references at the bottom of page 4. Created 10.06.

HOW KIDS & TEENS ARE USING WIRELESS – Fact Sheet

YOUTH TRENDS

"Cell phones are the greatest thing since sliced bread, as far as parents are concerned," says Paul Levinson, author of *"Cellphone: The Story Of The World's Most Mobile Medium And How It Has Transformed Everything."*

Youth are the Chief Information Officers of their families, letting their parents in on new gadgets and devices, advising them on which products to buy and setting up email, information systems and computer networks in the home.³

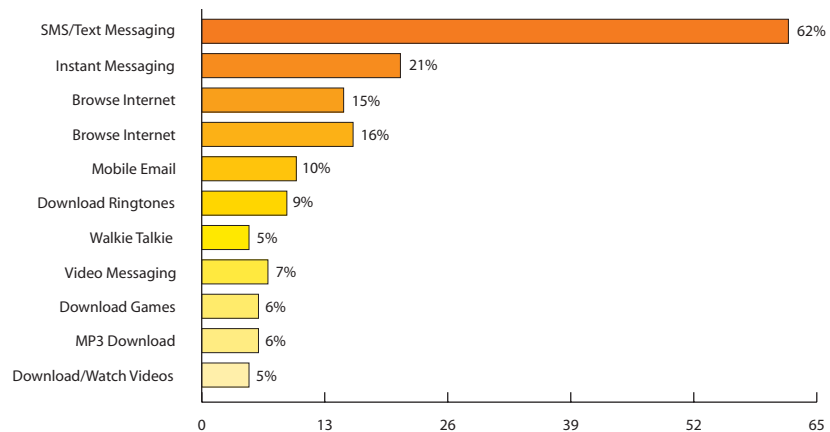
Youth are the early adopters of short messaging service (SMS), text messaging, wireless gaming and ringtones.¹

Youth and young adults are also key early adopters of more advanced applications like MMS and other wireless broadband applications.¹

Youth multi-task with their media, often listening to music, watching TV, surfing the net and talking on the phone at the same time.¹

TEEN/YOUNG ADULT USE OF DATA SERVICES²

Cingular teen and young adult subscribers use Data Services in the following ways at least once a week:



CINGULAR'S BRAND EQUITY AMONG YOUTH²

In a survey of "Best of" Service Provider Perceptions among youth, they voted Cingular tops in these categories:

- Recommend brand to their friends (tie with Verizon)
- Best Web site
- Best overall service (tie with Verizon)
- Best customer service reps
- Coolest Phones
- Best programs or clubs to join
- Service Provider most youth want to use
- Best stores
- Fewest dropped calls
- Best social networking

Sources: Please find all source references at the bottom of page 4. Created 10.06.

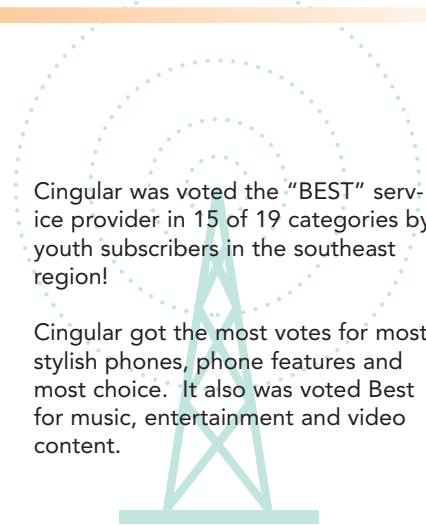
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SOUTHEAST REGION BRAND PERCEPTIONS²

On a national basis, as in the Southeast region, youth believe that Cingular has the largest network and cares most about their segment.

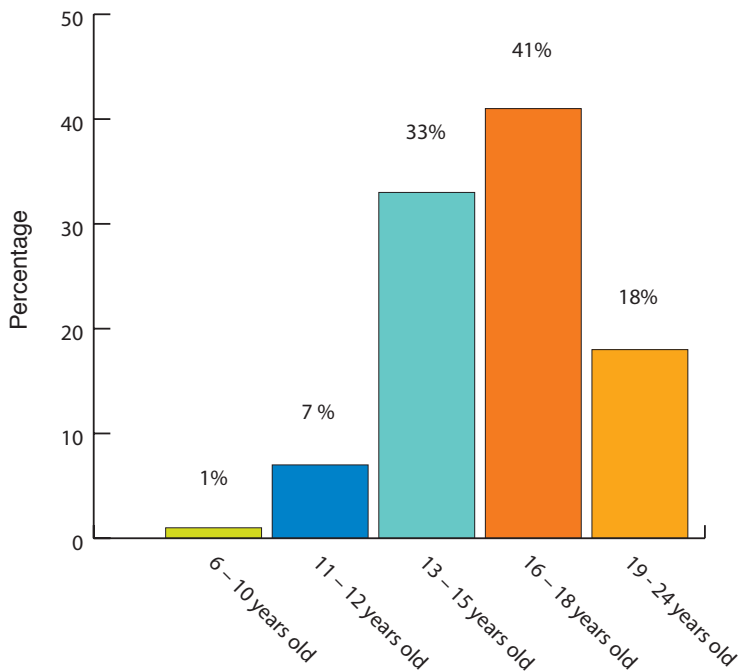
Cingular was voted the “BEST” service provider in 15 of 19 categories by youth subscribers in the southeast region!

Cingular got the most votes for most stylish phones, phone features and most choice. It also was voted Best for music, entertainment and video content.



FAST FACTS

Kids got their first cell phone at:



- Young people ages 18-29 are the most likely group to stretch the truth on their whereabouts (39%) when called on their cell phone.⁵
- They use Instant Messaging more than email to communication: Two-thirds (66%) of teens and young adults (ages 13-21) say they send more IMs than emails, up from 49% last year.⁴
- When breaking down teen interest regarding phone downloads, boys list game downloads in the top five, while girls are more focused on messaging applications (pictures/video and text).²
- Cell phone penetration among 13-15 year olds and among 16-18 year olds increases the most at the beginning of the calendar year following the holiday season.²
- Penetration among the oldest age group (19 – 24 year olds) peaks toward the end of the year, following the back-to-school season.²

Sources:

1 IDC, U.S. Youth and Young Adult Wireless subscriber 2005-2009 Forecast: A Last Engine of Subscriber Growth, December 2005
2 Cingular Internal Research

3 Dee Dee Gordon, co-founder of Look-Look Inc.
4 Annual Instant Messaging Survey, November 2005
5 AP-AOL-Pew Research Center Mobile Lifestyle Survey, April 2006;